

Know what's below.
Call 811 before you dig.



BLUE STAKES OF UTAH

UTILITY NOTIFICATION CENTER, INC.

www.bluestakes.org

1-800-662-4111

2012

ADVERTISING /

MARKETING

SUMMARY

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1. DAMAGE PREVENTION AWARENESS SEMINARS

- ***Blue Stakes Notification Center conducted 15 Damage Prevention Awareness Seminars during 2012.***

A total of **6,025** invitations were distributed to excavators and facility operators with **1,738** attending; **39%** identified as first time attendees. There were a total of **664** companies represented at the Seminars.

Training was provided with presentations on:

- Blue Stakes Website Resources
- Utah Pipeline Association – Pipeline Awareness
- Damage Prevention Information
- “5 Steps to Safer Digging” Campaign

Excavators attending received two core credit hours towards their DOPL continuing education requirement.

- January 17-18, 2012 – Blue Stakes DPA Seminars (breakfast / Sandy – 361)
- January 19, 2012 – Blue Stakes DPA Seminar (breakfast / Logan – 158)
- January 25, 2012 – Blue Stakes DPA Seminar (breakfast / Fillmore – 38)
- Jan 31 – Feb 1, 2012 – Blue Stakes DPA Seminars (breakfast / Kaysville – 331)
- February 2, 2012 – Blue Stakes DPA Seminar (breakfast / Park City – 89)
- February 7, 2012 – Blue Stakes DPA Seminar (breakfast / Vernal – 131)
- February 8-9, 2012 – Blue Stakes DPA Seminars (breakfast / Lindon – 267)
- February 16, 2012 – Blue Stakes DPA Seminar (breakfast / Price – 93)
- February 22, 2012 – Blue Stakes DPA Seminar (breakfast / Cedar City – 87)
- February 23, 2012 – Blue Stakes DPA Seminar (breakfast / St. George – 68)
- February 29, 2012 – Blue Stakes DPA Seminar (breakfast / Blanding – 44)
- March 1, 2012 – Blue Stakes DPA Seminar (breakfast / Moab – 72)

2. DAMAGE PREVENTION DISPLAY BOOTH

- Blue Stakes Notification Center provided a display booth at **7** industry related conferences during 2012. The booth emphasized damage prevention of underground utilities consisting of numerous examples of damages and promotional handouts encouraging the need to *“Call 811 Before You Dig”* and the national *“5 Steps to Safer Digging”* campaign. The booth also promoted the national *“811”* three digit phone number and the Common Ground Alliance (CGA) Best Practices.

- February 29, 2012 – UGIC Maps on the Hill Day / State Capital
- Feb 28 – Mar 2, 2012 – Rural Water Assoc. of Utah (RWAU) Conference / St. George
- April 17-20, 2012 – Water Environment Assoc. of Utah (WEAU) Conference / St. George
- April 24-27, 2012 – Utah League of Cities & Towns (ULCT) Road School / St. George
- August 29, 2012 – Rural Water Assoc. of Utah (RWAU) Fall Conference / Layton
- October 2-3, 2012 – American Public Works Association (APWA) Conference / Sandy
- November 8-9, 2012 – Utah Association of Special Service Districts (UASD) / Midway



3. UPA EMERGENCY RESPONDER MEETINGS

- Blue Stakes Notification Center participated in 12 Emergency Responders & Public Officials Meetings during 2012 in conjunction with the Utah Pipeline Association (UPA).

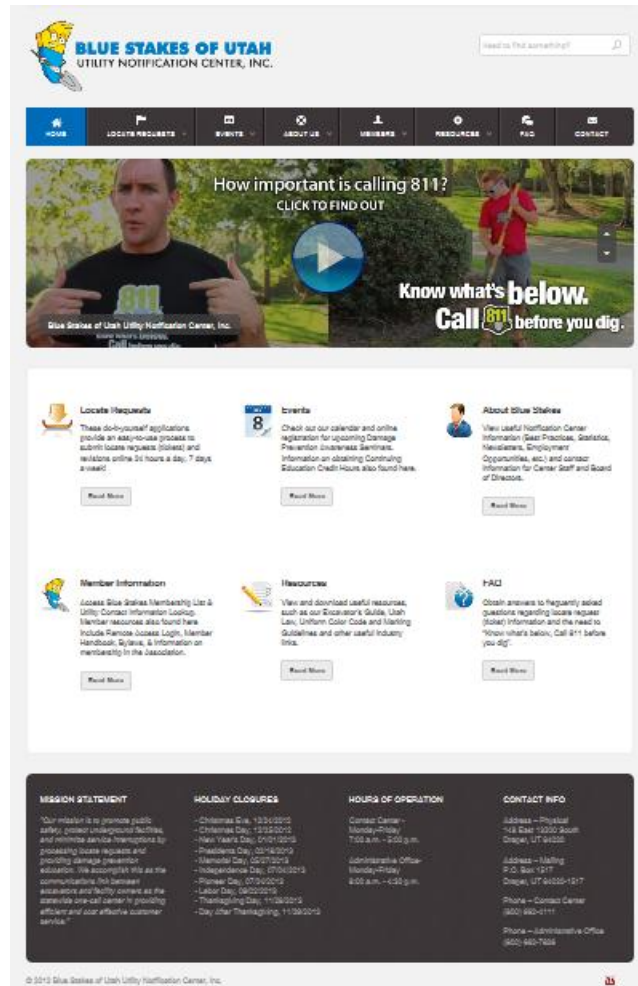
There were a total of **781** Emergency Responders & Public Officials represented at the Meetings.

Training was provided with presentation on *“Call 811 Before You Dig”* and the national *“5 Steps to Safer Digging Safely”* campaign.

- January 17, 2012 – UPA Emergency Responders Meeting (lunch / Sandy – 59)
- January 19, 2012 – UPA Emergency Responders Meeting (lunch / Logan – 92)
- January 24, 2012 – UPA Emergency Responders Meeting (dinner / Fillmore – 45)
- January 31, 2012 – UPA Emergency Responders Meeting (lunch / Kaysville – 114)
- February 1, 2012 – UPA Emergency Responders Meeting (dinner / Park City – 19)
- February 7, 2012 – UPA Emergency Responders Meeting (lunch / Vernal – 111)
- February 8, 2012 – UPA Emergency Responders Meeting (lunch / Lindon – 54)
- February 15, 2012 – UPA Emergency Responders Meeting (dinner / Price – 52)
- February 21, 2012 – UPA Emergency Responders Meeting (dinner / Cedar City – 43)
- February 22, 2012 – UPA Emergency Responders Meeting (dinner / St. George – 40)
- February 28, 2012 – UPA Emergency Responders Meeting (dinner / Blanding – 65)
- February 29, 2012 – UPA Emergency Responders Meeting (dinner / Moab – 87)

4. MEDIA ADVERTISING

- **Blue Stakes Website Redesign**
(Redesigned Website deployed on December 7, 2012 / Email campaign announcing new Website distributed to Association Members in December 2012)



- **Spring Radio Public Service Announcement (PSA)**

Blue Stakes conducted the following Spring Radio PSA campaign to educate the listening audience on the “811 – Call Before You Dig” three digit phone number and message. A Radio PSA Campaign was run on radio stations throughout the state of Utah in the spring of 2012 between May 15 – June 15, 2012:

“Did you know that failure to call 811 before you dig anything from a posthole to a building foundation is a violation of Utah state law? Utility lines are buried everywhere; under streets, along property lines, even in

your front yard. Calling 811 a few days before beginning any digging project is a free service that will allow utility companies to mark underground lines so you know where you can safely dig and which areas you should avoid. By calling 811 you help avoid utility service interruptions and damage to property and expensive equipment, but more importantly your call will help prevent serious personal injury or even death that could be caused by damaging underground utility lines. Safety is important, so be a good neighbor, always call 811 before any digging project to avoid utility outages, legal hassles, injury, and angry neighbors. Remember, call 811 before you dig, it's free and it's the law. This message sponsored by Blue Stakes of Utah."

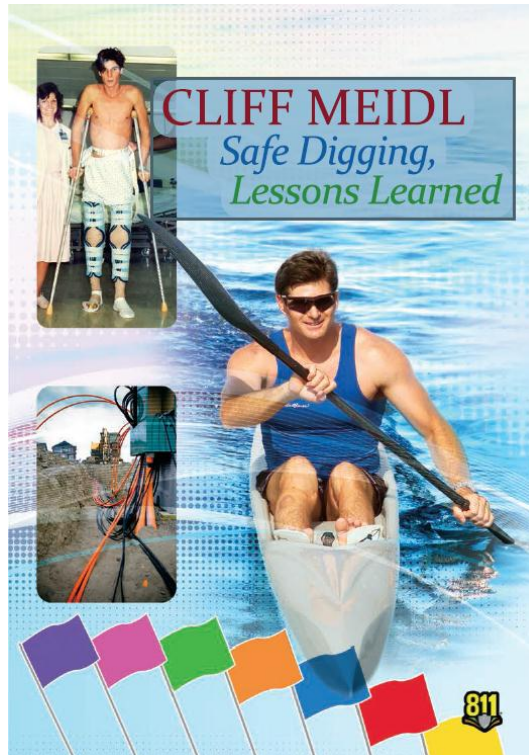
- ***Spring Weather / Sports Television Sponsorships***

Blue Stakes conducted a 10 second Spring Weather/Sports Sponsorship advertisement on television channels KSL, KTVX, KUCW and KSTU between April 15 – May 15, 2012:



- ***Cliff Meidl Video (500 copies) & Guest Speaker***

Cliff Meidl is the official spokesperson for One Calls of America (OCA) and advocate in promoting the need to "Call 811 Before You Dig". He has created a safety video regarding his life-threatening encounter with unmarked power cables while digging on a construction site that caused him to suffer severe electrical burns and the near loss of his legs at age 20. Cliff battled against all odds to recover. He then rose to become a two-time Olympian in the sport of kayaking and now is an educational speaker. He was the guest speaker at Blue Stakes Annual Meeting of Members held on Thursday, September 27, 2012.



- **Newsletter**
(December 2012 Newsletter Printing & Email Campaign)

Volume 7, Issue 1 December, 2012



Blue Stakes of Utah Utility Notification Center, Inc.

**ASSOCIATION
NEWSLETTER**

**VISIT THE NEW
BLUESTAKES.ORG –
NOW FULLY ACCESSIBLE
FROM YOUR COMPUTER
OR MOBILE DEVICE.**

With ever increasing mobile traffic to our website and the changing online experience, we have redesigned and programmed bluestakes.org. The new responsive website is easier to navigate, can be updated quickly, and is fully mobile friendly.

You can now submit locate requests (tickets) right from the jobsite. Our new website has been optimized for your mobile (smart) phone and tablet allowing you to communicate directly with us at anytime, and from anywhere.





Smart Phone Friendly



Easy Online Ticketing



Access Anytime, Anywhere

We are excited about the capabilities of our new website and think you will be too. So come see what's new, by visiting us at bluestakes.org. Scan here to view from your mobile device.

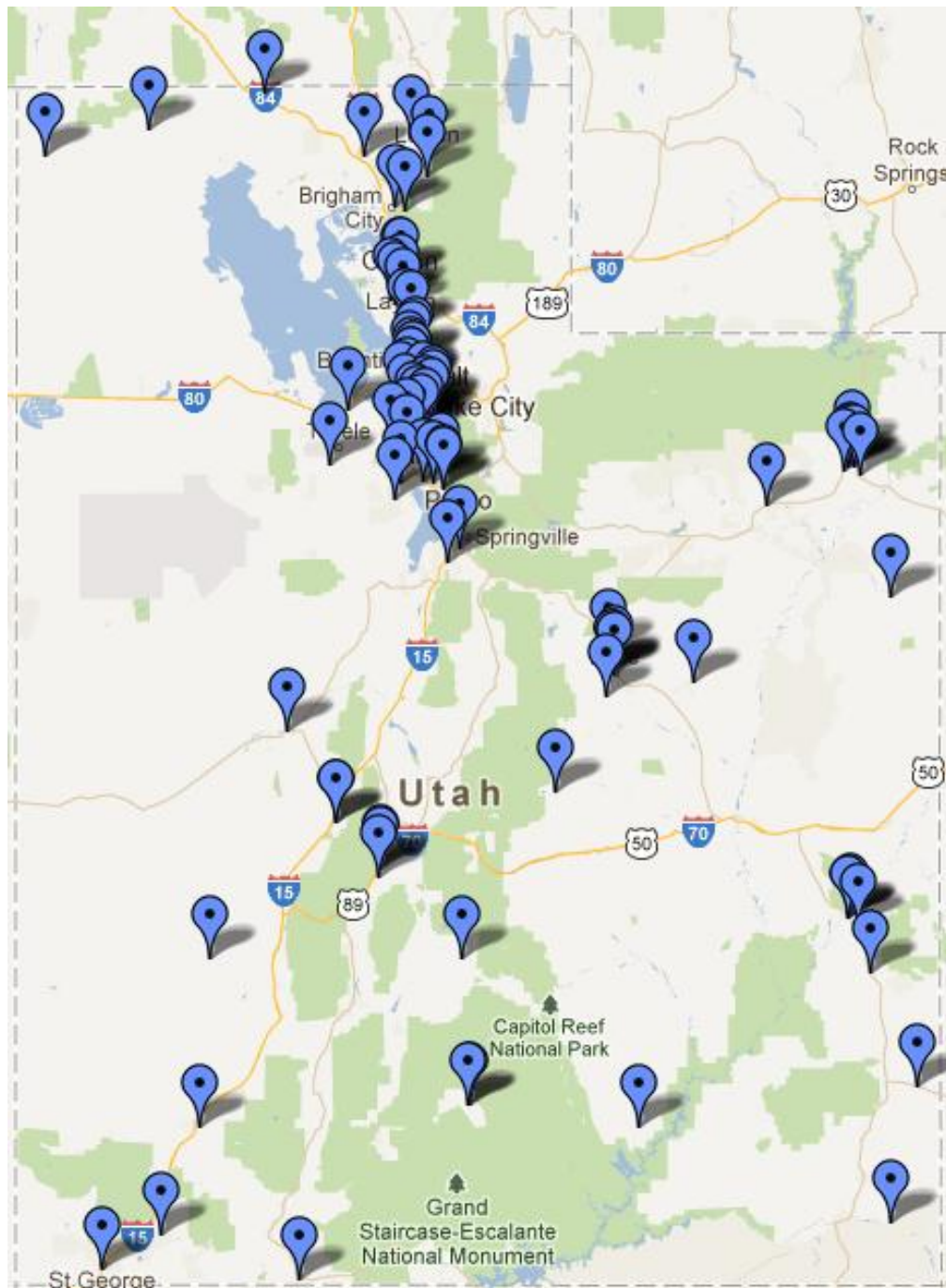


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- ***“811” Statewide Banner Campaign***

Blue Stakes offered 150 – 4’X8’ and 20 – 2’X4’ “811” vinyl banners to interested parties (Association Members & Excavators) to post within their local communities promoting the “811” Call Before You Dig Message during Safe Digging Month (April) and for 8/11 Day in August each year. Listed below is a state map showing the distribution of banners and pictures that were submitted showing actual locations where banners were/are displayed:





14400 Redwood Rd., Bluffdale

2880 S 3600 W, WVC

160 E 7800 S, Midvale



29th St. Wall Ave., Ogden

Hwy 491 East of Monticello

323 W 700 S, Pleasant Grove



3900 S Wasatch Blvd., SLC

4500 S I-215 East, SLC



604 W 6960 S, Midvale

6200 S I-215 East, SLC

900 Van Winkle Expressway,
Midvale



Sunset City

1800 N 1300 W, SLC

474 W 900 N, SLC



800 N 400 W, SLC



999 Galena Dr., White City



300 S Main St., Moab



Questar Gas Pipe Yard & NGV Station, SLC



800 W Hwy 40, Vernal



160 W Hwy 40, Roosevelt



1690 E Hwy 40, Naples



2300 W Hwy 40, Vernal



1350 E Miller Ave., SLC



Spanish Fork City Public Works



40 W 100 N, Tremonton



Questar Pipeline – Fidlar Station



Grouse Creek



145 W Brigham Rd., St. George



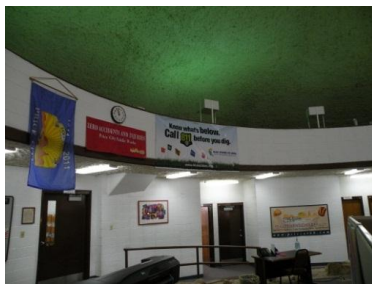
160 W 300 S, Loa



1802 S Hwy 89A, Kanab



515 W Main St., Escalante



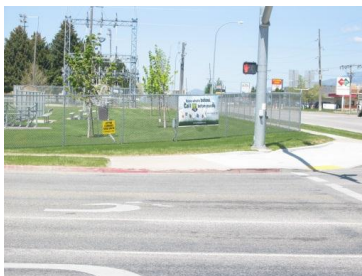
432 W 600 S, Price



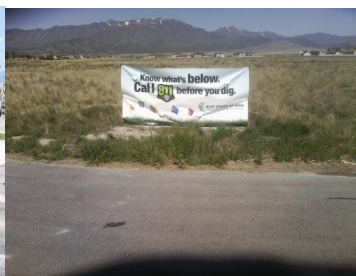
15 N 100 E, Moab



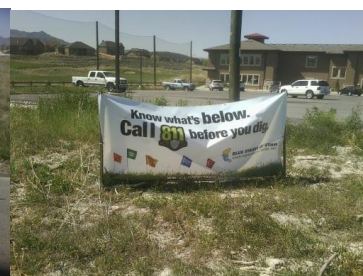
3300 N Vernal Ave., Vernal



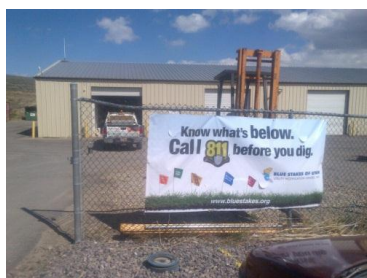
800 E Main St., Hyrum



1680 E Heritage Dr., Eagle Mtn.



3726 E Campus Dr., Eagle Mtn.



8638 N Atherton Ln., Eagle Mtn.



Park Valley



Snowville



100 W Poplar St., Helper



75 W Center St., Fillmore



200 W 100 S, Mantua



2270 S Industrial Park Rd., Richfield



25 E 900 N, Richfield



500 W Kane Creek Blvd., Moab



Hwy 191 South of Moab



Williams – NWP San Juan County



Price River Water Facility



Price River Water Facility



Chevron Refinery & I-215



Mountain View Corridor & 11800 S



I-15 Frontage Rd., Farmington



2974 Washington Blvd., Ogden



18 North Johnson St., Stockton



CenturyLink – Provo



6825 S 5300 W, Price



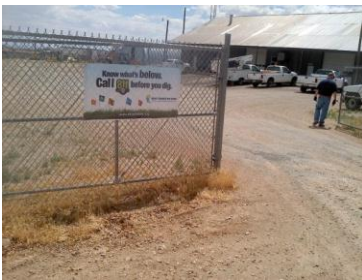
Questar Pipeline – Uintah County



275 E 200 N, American Fork



Niels Fugal Sons Company Golf Outing



Blanding City Shop



100 N 250 W, Providence



Williams NWP, Vernal



Levan City Garbage Truck



Cedar Hills City Office

- ***Publications Advertisement***

Blue Stakes purchased advertising space in the following publications during 2012:

- Metro Marketing Map for Logan & St. George, Utah
- Apple Valley News (May & August 2012)
- Associated Builders & Contractors 2012 Directory



- ***University of Utah Football In-Stadium Advertisement***

Blue Stakes sponsored U of U Football in 2012 and was provided the following in-stadium advertising for its sponsorship:

- 20 second “Know What’s Below, Call 811 Before You Dig” spot appearing on the video board. Spot was aired as a safety message prior to the start of each of the 6 home games.
- 1 – 30 second television PSA spot every Coaches Show
- 1 – 30 second radio PSA spot during every football game broadcast
- Every time a penalty flag was thrown, the following Blue Stakes ad appeared on the 4 LED banners in both end zones:

“Don’t get flagged for digging into a utility line, Blue Stakes of Utah encourages you to know what’s below, call 811 before you dig.”



- **Brigham Young University Football In-Stadium Advertisement**

Blue Stakes sponsored BYU Football in 2012 and was provided the following in-stadium and Internet advertising for its sponsorship:

- 20 second “Know What’s Below, Call 811 Before You Dig” spot appearing on the 2 end zone video boards and on the 2 LED banner boards at the top of each end zone. Spot was aired during each of the 6 home games at the start of the 4th quarter.
- Internet advertisement appearing on Cougar Mail:



- Sideline banner board positioned on the north east sideline:



- ***Spring Mobile In-the-Park Advertisement & “811” Night at the Ballpark***

Blue Stakes participated with Chevron Pipe Line Company in sponsoring an “811” Night at Spring Mobile Ballpark on Wednesday, August 8, 2012. “811” T-Shirts were handed out to the first 1,000 attendees.

Blue Stakes has already purchased advertising space in the park on the right field wall under the scoreboard promoting “Know What’s Below, Call 811 Before You Dig” for the entire 2013 baseball season. Blue Stakes will also be sponsoring an “811” Night at Spring Mobile Ballpark in 2013 on Friday, August 2.



- ***Common Ground Alliance State Specific “811” Awareness Survey***

Blue Stakes participated in the Common Ground Alliance’s National and State Specific “811” Awareness Survey during the month of August 2012. There were 6 states that participated in the State Specific “811” Awareness Survey. Results of the survey are listed below:

	<u>National</u>	<u>Utah</u>
• Awareness of 811 Service	68%	56%
• Awareness of 811 Advertising	33%	38%
• Unaided Recall of 811	10%	14%
• Aided Recall of 811	30%	26%

5. PRESENTATIONS

- Blue Stakes Notification Center conducted **18** “*Call 811 Before You Dig*” training meetings for **376** excavators and facility operators during 2012. Training emphasized the national “*811 - Call Before You Dig*” phone number, national “5 Steps to Safer Digging” campaign, legal responsibilities of Excavators and Operators, 2011 amendments to Utah Code Title 54, Chapter 8a, Damage to Underground Utility Facilities, and promoted the Common Ground Alliance Best Practices and D.I.R.T. initiatives.
 - February 14, 2012 – South Salt Lake City Safety Meeting / SLC (24)
 - March 13, 2012 – Logan City Safety Meetings / Logan (46)
 - March 15, 2012 – Pipeline Safety Trust Safety Forum / SLC (55)
 - March 22, 2012 – West Point City Safety Meeting / West Point (10)
 - April 10 2012 – Riverton City Safety Meeting / Riverton (15)
 - April 18-20, 2012 – WEI Operation Conference / Litchfield Park, AZ (24)
 - May 16, 2012 – Strawberry High Line Canal Safety Meeting / Payson (11)
 - May 21, 2012 – Running Horse Pipeline Training Meeting / Aneth (45)
 - June 7, 2012 – Niels Fugal Sons Safety Meeting / Washington (26)
 - June 12, 2012 – UVU Construction Management Class / Orem (10)
 - June 27, 2012 – AGC Municipal Utility Committee Meeting / WVC (11)
 - June 28, 2012 – Emery Telecom Safety Meeting / Price (20)
 - July 16, 2012 – Lehi City Safety Meeting / Lehi (21)
 - September 12, 2012 – Green Construction safety Meeting / NSL (15)
 - September 12, 2012 – Ephraim City Public Works Safety Meeting (Towns of Ephraim, Mt. Pleasant, Moroni, Manti, Fayette & Gunnison) / Ephraim (19)
 - September 28, 2012 – UVU Safety Class / Orem (24)

6. PROMOTIONAL HANDOUTS

- ***EXCAVATORS’ GUIDE***



- **COLOR CODE INFORMATION CARDS**

Know what's below.
Call  before you dig.

5 STEPS TO SAFER DIGGING:

Always Call 811 Before Digging
 Call 811 two business days before digging

Wait the Required Amount of Time
 Allow utilities time to mark facilities

Locate Accurately
 Locate and mark facilities accurately

Respect the Marks
 Respect and protect markings throughout the excavation

Dig Carefully
 Carefully dig using hand tools within the tolerance zone, 24 inches on either side of the markings

UNIFORM COLOR CODE	
RED	Electric Power Lines, Cables, Conduit and Lighting Cables
YELLOW	Gas, Oil, Steam, Petroleum or Gaseous Materials
ORANGE	Communication, Alarm or Signal Lines, Cables or Conduit
BLUE	Potable Water
PURPLE	Reclaimed Water, Irrigation and Slurry Lines
GREEN	Sewers and Drain Lines
WHITE	Proposed Excavation
PINK	Temporary Survey Marking



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- **COLOR CODE STICKERS**

Know what's below.
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UNIFORM COLOR CODE

RED	Electric Power Lines, Cables, Conduit and Lighting Cables
YELLOW	Gas, Oil, Steam, Petroleum or Gaseous Materials
ORANGE	Communication, Alarm or Signal Lines, Cables or Conduit
BLUE	Potable Water
PURPLE	Reclaimed Water, Irrigation and Slurry Lines
GREEN	Sewers and Drain Lines
WHITE	Proposed Excavation
PINK	Temporary Survey Markings

5 STEPS TO SAFER DIGGING:

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- **5 STEPS TO SAFER DIGGING VIDEO**



- **KEY CHAINS**



- **MAGNETS**



- **TRADE SHOW BAGS**



- **COMMON GROUND ALLIANCE BEST PRACTICES MANUAL**

